KTSB

91.7 cable FM

RATE CARD

"To hell with conventional advertising..."

ON-AIR UNDERWRITING

Alternative Music Hours	**Rate**
Full Semester	$ 300
Twelve Weeks	$ 250
Four Weeks	$ 150
One Week	$ 50

Specialty Shows

Per Hour	
Twelve Weeks (36 spots)	$ 100
Four Weeks (12 spots)	$ 40

Per Half-Hour	
Twelve Weeks (36 spots)	$ 75
Four Weeks (12 spots)	$ 25

Newscasts	
Twelve Weeks (60 broadcasts)	$ 150
Four Weeks (20 broadcasts)	$ 80
One Week (5 broadcasts)	$ 25

All underwriting spots run from 30 to 60 seconds, three times during each scheduled hour or half-hour sponsored. Rates are the same for all times of the day.

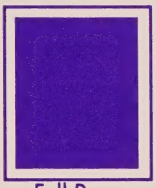
CALL LETTER ADS

Sizes	Prices
Full Page	$ 250
2/3 Page	$ 180
1/2 Page	$ 140
1/3 Page	$ 90
1/4 Page	$ 65

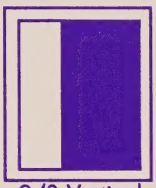
Other sizes may be purchased at proportional prices.

Call Letter pages are 8 1/2" X 11" with 1/2" margins.

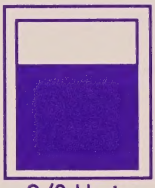
Discount: If in a single purchase you sign up for ad(s) in more than one issue, KTSB will give you a discount of 5% times the number of issues for which you purchase an ad. Example: If you buy a Full Page in the next three issues of the *Call Letter*, the price will be $750 X 3 X 5%, which equals $637.50.



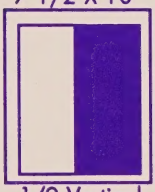
Full Page
7 1/2 X 10"



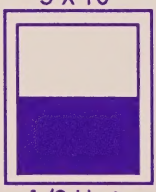
2/3 Vertical
5 X 10"



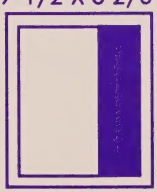
2/3 Horiz.
7 1/2 X 6 2/3"



1/2 Vertical
5 X 7 1/2"

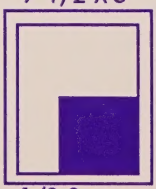


1/2 Horiz.
7 1/2 X 5"

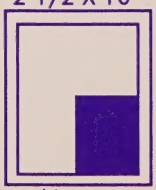


1/3 Vertical
2 1/2 X 10"

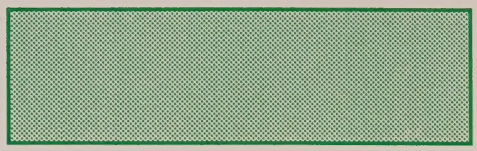
1/2 Horiz.
7 1/2 X 3 1/3"



1/3 Square
5 X 5"



1/4 Square
3 3/4 X 5"



Those are the rates and here are the facts: We have gained a reputation in the Austin area and in the music industry as one of the coolest college radio stations in the nation. We have done this with an unflinching dedication to provide Austin with the best variety of music, news, sports, and community programming. Add to that the fact that KTSB consistently takes action to support local music and local businesses, and you have a potent advertsing combination.

In short, by making an investment with KTSB, you are not only supporting the best programming in Austin, you are making an investment in Austin itself.